



CogniSign receives GSPx New Product Forum Award for its imageMATCH Search System™

New Technology Provides Consumers and Enterprise Users with Better Image and Video Search and Content Management

SAN FRANCISCO, October 25, 2005 – CogniSign, an emerging leader in image recognition technology, today launched its new imageMATCH Search System, a breakthrough product for searching and managing image and video content, and received the New Product Forum Award at the GSPx Pervasive Signal Processing Conference.

The CogniSign imageMATCH Search System solves many problems facing consumers and enterprise users who are managing ever-increasing amounts of image and video content, by introducing high speed interactive image recognition technology. Unlike other search and content management products, this new technology allows users to search for images and video in a more human-like organic way, by simply picking points of interest on an input image to drive a search for similar image or video content.

"The image and video content management market is a large, underserved market," said Will Strauss, president of Forward Concepts, an electronics market research company. "With increased computing power and broadband, new image and video applications are popping up every day, and search is taking on a much more important role in the user's ability to manage content. The imageMATCH Search System removes technological limitations currently facing several market segments: content management, search, security and military applications, and even specialized applications like facial recognition."

The interactive image recognition technology in the CogniSign imageMATCH Search System allows much more targeted search tasks. A user can work with a single image and focus on any object or feature in that image, and the requested search will ignore other aspects of the image. Users can quickly learn how to pick points for maximum effectiveness, just as they learned how to do text-based searches using keywords.

"Image search algorithms are becoming increasingly important for applications such as intelligent video for video surveillance, factory quality control, and object identification and matching in large video and still-image databases," said Jim Lipman, contributing editor for TechOnLine and SOCcentral. "The imageMATCH Search System should provide a good alternative to text-tagging search algorithms by increasing the speed and flexibility of systems that require image recognition."

Images of almost any resolution can be used, and the technology's high speed and parallel computing architecture allow system configurations that can browse through millions of images in seconds.

"We're very pleased to be honored with the GSPx New Product Forum Award," said Bryan Calkins, CEO of CogniSign. "It's a fantastic place to launch the imageMATCH Search System product. The combination of recognition performance, high speed, and easy scalability make it a great fit for many exciting new applications being discussed this week at GSPx."

About CogniSign

CogniSign is a technology company providing award-winning recognition computing platforms, including the imageMATCH™ image and video recognition platform and the mSCRIBE™ handwriting recognition platform. Each platform provides a software baseline for distinct market segments, positioning the company to quickly and cost-effectively launch compelling product solutions like the imageMATCH Search System. CogniSign LLC is a privately held company based in San Francisco, California. For more information, please visit <http://www.cognisign.com>. For immediate assistance, please email Celia Cratch at ccratch@cognisign.com.

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